

Save Your Sales Slips!

\$250.00 in merchandise will be given away free.

The Mammoth Cake Cutting Will

This Enormous Cake, weighing 150 pounds, the largest ever baked in the west, will be exhibited in our corner window, from Wednesday evening, June 25th, to Saturday, June 28th, on which date it will be cut and distributed free of charge. It is estimated that 4000 slices will be cut—don't fail to get one. The "Purity Baking Co." stands sponsor for its goodness.

Be The Sensation Of The Year

The unique feature of this big Cake—a birthday cake in every sense of the word, and the best obtainable, will be not alone in its immense size and its toothsome delicacy—but in what it contains. We explain fully the wonders of this cake in a folder, which is being distributed at the store. Be sure to get one—it will interest you.

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3000 Yards Ratine Fabrics at 19c

(Wash Goods Section, 1st Floor.)
—One of the most desirable materials of the season—at a "Birthday Special" pricing—an excellent grade, in every shade, color and mixture you may fancy, and a value that should be priced at 35c..... 19c

1165 Yards Foulard Silks 29c

(Silk Section, First Floor.)
—A most remarkable value, soft, shimmering Silks, in pretty Stripe designs, on light or dark grounds, regularly worth to 75c the yard—A very special "Birthday Bargain"—at 29c

2200 Yards Silk Tissues 19c

(Silk Section, 1st Floor.)
—A "Birthday Value"—of exceptional merit, these dainty, soft, filmy silk Tissues—in every desired shade, would be a special value at 35c—but we offer you your choice at 19c

3500 Yards Wash Tissues 10c

(Wash Goods Section, 1st Floor.)
—A notable gathering of 50 distinct and beautiful patterns to choose from, in dainty stripes on light grounds, regularly worth up to 20c the yard—A "Birthday Bargain" 10c

The Birthday Sale Offers Inimitable Values in Waists!

(Second Floor)
50c and 75c Waists at 39c
—A big waist maker sent this lot of pretty white waists—238 in all—to help us celebrate. There are all sizes, in a beautiful gathering of late summer styles to choose from—one of the best values ever shown in El Paso. Choice 39c
\$1.25 Waists at 69c
—Dainty White Waists in a dozen new models, with pretty lace or embroidery trimmings—every desired style is represented in this lot at 69c

\$2.50 Blouses and Shirts at 95c

—1200 Exquisite summer blouses and shirts, in Linen, Crepe, Soielette, Satin and in Lingerie—in collarless, lace or linen collar styles—in a magnificent choice of dainty styles, choice at 95c

\$3.00 White Waists \$1.39

—A notable example of "Birthday Values"—a wonderful choice of beautiful waists, with dainty, Fillet and hand embroidered trimmings, in voile or lingerie models, only \$1.39

Waists worth to \$7 at \$2.45
Waists worth to \$9 at \$3.95
Two great lots—in a magnificent choice of handsome styles.

—JUST A YEAR AGO—The new organization of "The Calisher Dep't Store Co." made its initial bow to El Paso, succeeding the "J. Calisher Dry Goods Co."—with a much enlarged capital, a broader organization—and a live wire policy that has, in this one short year—placed this big store right to the front, with confidence restored and service unsurpassed. In this, we feel that not alone is the success we have met with due to our efforts, but in a great measure are we indebted to the liberal patronage El Paso and her tributary towns have so freely given us. And now, for ten days we will celebrate our first birthday, with a sale of summer merchandise, that, in inimitable savings, has never been equaled in the west.

SALE BEGINS PROMPTLY AT 8 A. M., WEDNESDAY, JUNE 18TH.

Silk Dresses \$3.95

—Whoever heard of Silk Dresses—Foulard Dresses, made with pretty lace yokes—being sold at \$3.95? A big manufacturer of women's garments sent us 75 of these handsome dresses—in an excellent choice of pretty colorings—to help us celebrate our Birthday—Come in and take your choice at \$3.95
—In a regular way, they're worth \$6.50.

Dainty Summer Dresses \$3.95

—A noteworthy feature of this big "Birthday Sale"—this beautiful gathering of Dresses worth up to \$7.50—Materials are embroidered Voile, Lingerie, Silk Tissues, Batistes, Linene and Linen—in a wonderful choice of new summer models—in white, natural, or in colors or blendings—Sizes to fit anyone, choice, only \$3.95

ASK ABOUT THE SALES SLIPS!

White Linen Skirts 55c

With large Pearl Button trimmings will be a very special value—worth—in a regular way, \$1.00.

Trimmed Hats Worth to \$3

\$15 at \$3
—A Birthday Feature in the Millinery Section—Second Floor—No woman need regret waiting—for such values as these are remarkable—a great choice of beautiful styles, in large, medium, or small shapes, in exquisite colorings—and only \$3.00

Dainty Summer Dresses \$2.48

—Not one worth under \$5.00—presenting an unparalleled choice of charming new models, in white, or in blended colors of rare beauty. The materials, Linene, Embroidered Voile, Ratine, Crepe, Batiste, and fine Gingham would cost more than the marked price—and all are prettily made and trimmed in the latest style—your choice \$2.48

ASK ABOUT THE SALES SLIPS!

Linene and Khaki Skirts 95c

—In Natural Color, well made, in the latest models, neatly trimmed, are very special—worth \$1.50.

Ratine Dresses \$2.95

—36 Pretty Ratine Dresses, made in coat effects, and worth in a regular way to \$5.00, will be another feature of the Birthday Sale—The coats are made of a darker shade, in blue, lavender or grey, with skirt in white, with pretty stripes. The trimmings are of dainty lace, self covered buttons, velvet bow, and patent leather belt—all sizes, only \$2.95

Dainty Summer Dresses \$2.48

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ASK ABOUT THE SALES SLIPS!

Linene and Khaki Skirts 95c

—In Natural Color, well made, in the latest models, neatly trimmed, are very special—worth \$1.50.

\$25.00 to \$29.75 Dresses at \$14.95

—Without exception, the greatest value ever offered in the entire west. Exquisite models in Charmeuse, Chiffon and Net, Silk, Poplin, Crepe Charmeuse, and others, in black, white, or in colors, in draped or Balkan styles, with exquisite trimmings and embroidered yokes—a magnificent choice of late summer models, very special Birthday offering at, choice \$14.95

Handsome Natural Linen Skirts \$1.95

Will be a special feature, worth \$2.75.

White Pique Skirts \$1.00

In wide waists—are worth regularly \$1.50.

75c Mother Hubbard Aprons, at 48c

Excellent made, of best Amoskeag Gingham, in neat checks—all colors.

50c Overall Gingham Aprons, at 23c

—In neat checks, all colors, with shoulder straps.

29c Gingham Bib Aprons, at 19c

—In neat checks, with pocket, bound all around in white piping—excellent made.

All Chiffon Waists and Fancy Waists at \$5.00 or over, at 20 Per Cent Off!

The Birthday Sale Offers Big Values in Undermuslins!

One Great Gathering Includes Gowns, Corset Covers, Drawers and Short Skirts, worth to \$1.00, at 48c

(Second Floor)
—We don't know of a better opportunity to buy good, well made undergarments at a very small price. Every desired style is present in a splendid choice of pretty trimmings—just take your choice at 48c each.

\$2.00 Undermuslins at 95c

—Another remarkable Birthday offering—Gowns, Drawers, Skirts and Corset Covers in a magnificent gathering of beautiful styles, with dainty lace, Medallion, embroidery and hand embroidered trimmings—worth to \$2.00—take your choice, at, only 95c

All Regular Lines of Fine Undermuslins Reduced!

All Infant's Wear at 20 Per Cent Off.

\$1.00 Soielette Corsets at 69c.

Late models in all sizes.

\$3.00 or \$4.00 Corsets, Special, \$1.95.

Broken lines and sizes—in late models, in beautifully trimmed styles.

Brassieres—Worth to \$1.50, 89c.

—A great lot of the higher grade Brassieres, with dainty trimmings.

Birthday Specials In Needy Notions

15c Hair Pin Cabinet 2c
3c Black Shoe Laces, Pr. 2c
3c Steel Scissors, all sizes 10c
25c Silk Elastic, all widths 10c
25c Magic Hair Curlers 10c
5c Pearl Buttons, 3 cards for 10c
5c Collar Buttons, 3 cards for 10c
10c Shirt Waist Belts 5c
5c Black or Tan Shoe Laces, Pr. 2c
15c Silk Dress Shields 10c
5c Linen Corset Laces 2c
25c Stocking Protectors 10c
10c Hair Pin Cabinet 2c
15c Vels, Grip Supporters 10c
5c Bar Castle Soap 2c

\$2.00 Seal & Morocco Bags in black or colors—the newest styles, with mirror and coin purses. Birthday Special \$1.39
Jewelry Novelties, worth up to 75c, at 10c

Birthday Specials In Toilet Goods

25c Colgate's Toilet Powder 15c
50c 4711 Toilet Powder 30c
25c Toilet Hair Brushes 20c
25c Williams' Dent Cream 10c
25c Egyptian Face Powder 10c
50c Bluffs H. & A. Cream 35c
25c Rubber Sponges 20c
25c Mexican Rose Cream 10c
50c Cream Ornaments 30c
25c Ideal Hair Root 20c
25c Box Verdure Soap 15c
25c Sun, Napskin, Soap 15c
25c Blackneckers Tar Soap 15c
25c Toilet Elix. Soap 15c
25c Men's Toilet Soap 15c

Men's Wear Specials!

Scrims \$1.50 Union Suits, at \$1.23
25c Merc. Tubular Ties, 2 for 25c
15c Washable Ties, each, at 10c
Mark Cross Safety Razors, 15c
White or fancy Hdks., 3 for 10c
\$1.50 Soielette Shirts (soft) \$1.15

\$18.00 to \$22.50 Dresses at \$10

—Are a "Birthday Special" that have never been equaled in El Paso—These Beautiful Dresses will be shown in China Wash Silks, Foulard, Net, Crepe, Embroidered Voile and Wool Challies, in black, white, solid shades and beautiful blendings—A magnificent gathering of late summer models, with dainty trimmings of lace, crystal buttons, Bulgarian silks and velvet bows—choice, at \$10.00

Linen and Natural Repp Coats at \$3.48

—Are a very attractive value, and will be shown in long or ¾ models, also in grey linen—regularly worth \$6.00.

Children's Dresses All Reduced For the Big Birthday Sale!

\$1.00 White Madras Dresses, at 69c
Made in French style—an excellent value.
Children's White Lingerie & Novelty Dresses, Silk, Linen & Wool Coats, at 1-4 Off the Regular Prices.
Boys' Washable Suits, worth \$1.25, at 95c
Boys' Washable Suits, worth \$2.50, at \$1.85
"Mothers Friend" Collarless Waists, at 39c

An Extraordinary Value are These Beautiful Suits & Dresses \$4.95

We Have Priced at \$4.95
—This grouping embraces Natural Linen Suits in Balkan Models or Tailored Styles and many charming summer dresses, in a splendid choice of late styles, regularly worth up to \$8.50—A Birthday Special, at \$4.95

Handsome Middy Blouses \$1.29

in blue, tan or white—with pretty braid trimmings—are a big value—sized up to 20.

SAVE YOUR SALES SLIPS!

Birthday Sale Specials in Silks, Dress Materials, Linens and Wash Goods That Are Real Economies

Wool Dress Goods.

In summer weights, worth to 75c the yard,

Fancy suitings, Storm and French serges, cashmere, Purellas, Scotch suitings, Prunellas, Panamas and diagonals—in an immense assortment of colors and mixtures—a Birthday special, at, the yard 42c

\$1.00 Satin Foulards at 45c.
\$1.00 Bordered Voiles at 59c.
75c Taffeta Silks at 59c.
\$1.00 Kimono Silks at 59c.
\$1.00 Wool Challies at 69c.
\$1.00 Striped Ratine at 59c.

Linen Towels, 48c.
Large size huck or satin damask, regularly worth to 65c.

Neckwear Xtra Specials

Neckwear Novelties, Worth 25c, at 18c.
Neckwear Novelties, Worth 50c, at 39c.
Neckwear Novelties, Worth 75c, at 59c.
Neckwear Novelties, Worth \$1.00, at 79c.
These will be shown in immense assortments of late summer styles and colors—presenting an unlimited choice of Balkan and other new ideas.

Phenomenal Values in Ribbons 15c

—The biggest Ribbon Sale El Paso ever had is scheduled for Wednesday—3000 yards of beautiful ribbons, up to 6 in. wide, in fancy plaids and floral effects, and plain shades, worth to 40c yard, at 15c

Wool Dress Goods.

In summer weights, worth to \$1.00 the yard,

Storm and French serges, diagonal suitings, Scotch suitings, Nuns veiling, Panama check and striped suitings and Henriettas, in black, or colors—and fancy mixtures—a Birthday special, at, the yard 59c

\$1.25 Dress Silks at 95c.
\$1.75 French Voiles at \$1.00.
\$1.75 Satin Charmeuse at \$1.15.
\$1.50 Velvet Taffetas at \$1.19.
\$2.00 Novelty Chiffons at \$1.29.
\$1.50 Chiffon Cloth at \$1.20.

Bath Towels, 25c.
Large size, extra quality, with border, regularly worth 35c each.

Linen Towels, 35c.

An excellent grade large size, all linen huck or damask, worth 45c.

Wool Dress Goods.

In summer weights, worth to \$2.00 the yard,

Whipcords, Bedford cords, Mohair, Sicilian, broadcloth, French voiles, wool ratines, chiffon, Panama serges and fancy suitings, in an elegant selection of black and colors, Birthday special 95c

50c Corded Repps at 39c.
25c Tissues and Dimities at 19c.
25c Madras Shirtings at 15c.
25c Madras Shirting at 15c.
25c Linen Str. Suitings at 15c.
50c White Goods at 29c.

Bath Towels, 3 for \$1.
Extra large, heavy grade, bordered or hemmed, worth firm finish, regularly worth 45c each.

Linen Towels, 11c.

36 in. wide, a heavy quality, firm finish, regularly worth 15c.

Wool Dress Goods.

In summer weights, worth to \$2.50 the yard,

Chiffon Panamas, Bedford cords, French serges, Mohairs, Broadcloths, Scotch suiting, checked suitings and novelty mixtures, in a splendid variety of desirable colorings and black, Birthday special \$1.39

15c Toile Gingham at 11c.
\$2.50 Satin Linen Damask \$2.15.
\$1.25 1-2 Bl. Linen Damask, 95c.
\$3.95 Satin Damask Napkins, \$2.75.
12 1-2c All Linen Crash, 9 1-2c.
35c Linen Hall Runner, 26c.

50c White Goods at 29c.

Hosiery Xtra Specials

25c Tan or White Lisle Hose, 2 for 25c.
39c Silk Boot Hose, Tan White or Black, 25c.
50c and 60c Gauze Lisle Hose, all Colors, 39c.
\$1.00 White or Tan Silk Thread Hose, 69c.

Aside from the above, many other specials in both women's and children's hose will be offered at very special Birthday underpricings.

\$1 Black or White Silk Gloves 69c

16 button length, in a splendid grade, pure silk, with double finger tip worth \$1.00 pair, at only 69c
50c White, Black and Natural Suede Lisle Gloves, 23c.
In 12 or 16 button lengths, Birthday Special 23c pair

